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March 20, 2014

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer

SUBJECT: **NOTIFICATION OF THE USE OF DELEGATED AUTHORITY TO EXECUTE
AMENDMENTS TO MEDIA SERVICES MASTER AGREEMENT NUMBER PH-
002445 and CHOOSE HEALTH LA AGREEMENT NUMBER 002149 WITH
RUDER FINN, INC.**

This is to notify you that I am exercising the delegated authority approved by your Board on July 1, 2008, to execute amendments to Department of Public Health agreements for contract assignments resulting from acquisitions, mergers, or other changes in ownership and for contractor's name changes, subject to review and approval by County Counsel and the Chief Executive Office (CEO), and notification to your Board.

Under this authority, I will execute amendments to Media Services Master Agreement Number PH-002445 with Ruder Finn, Inc. dba Rogers Finn Partners and Choose Health LA Agreement Number PH-002149 with Ruder Finn, Inc. to implement the assignment and delegation of rights or duties to Finn Partners dba Rogers Finn Partners, effective the date of this notification.

Finn Partners was a subsidiary and wholly-owned by Ruder Finn, Inc., a New York Corporation. However, due to a reorganization which created two separate entities, this action, assignment and delegation of rights or duties is required. Finn Partners confirmed that the separation from Ruder Finn, Inc. will have no discernable impact or changes to the nature and quality of services. Staffing, location of services, and liability insurance coverage under these agreements will remain unchanged.

County Counsel has reviewed and approved the amendment as to use. County Counsel and the CEO have reviewed and approved this delegated authority action.

If you have any questions or require additional information, please let me know.

JEF: ev
#02843

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors